



LOCAL FAMILY TURNS LOVE OF ICE CREAM INTO NEW BUSINESS

Fundae's Ice Cream set to open in Whitestown on March 1st, 2018

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WHITESTOWN, Ind. – He's active duty military, a Staff Sergeant in the U.S. Army; she works in insurance. But local couple Donny and Kas Miller are taking a chance, pursuing a passion that they hope will become a successful business venture. It's a dream that started over ice cream earlier this year.

"Our family *loves* ice cream!" says Kas Miller. "We celebrate our kids' achievements with ice cream, a vacation is never complete without a trip to a local ice cream shop, but often times we just go to reconnect with each other and talk over a scoop. Life is hectic and busy and we think it's important to enjoy the small things in life, like ice cream!"

Fundae's Ice Cream will be the family's first business. Their ice cream shop will be located at 7157 E. Whitestown Parkway in the fast-growing community of Whitestown.

"We often hear people around town say that we need an ice cream shop in Whitestown, and we couldn't agree more! With all the growth in the last few years and the large increase in young families, we thought it was a great time to open an ice cream shop." says Miller "Our goal is to really be involved in the community. We hope to partner with local schools: create a reward program for reading books, partner with the PTOs for fundraisers, help at the Boys & Girls Club, etc. We'll be getting a mobile ice cream cart this spring so we can be at local events around town. We plan on having special events throughout the year, and we'll definitely be celebrating National Ice Cream for Breakfast Day!"

Fundae's will serve 32 flavors of ice cream and their inventory will rotate. Their ice cream comes straight from Madison, Wisconsin and is a super-premium blend made with real Wisconsin cream, which provides a creamy smooth taste.

"This ice cream really is the best! It has won multiple awards, including many Blue Ribbon awards from the National Ice Cream Retailers Association and a World Dairy Expo award. It's made with gobs of fresh ingredients. It is not low-fat, low calorie or low anything!" says Miller. "That's why it tastes so good and the flavors are so luscious. But we will have other options in the shop to meet everyone's dietary needs including kosher, gluten-free, dairy-free, soy-free, fat-free, low-sugar, dye-free options as well as yogurts."

Kas, a mother of five, says her 2-year old's words sum it up best: "Ice cream is so fun! I love it so much!" She hopes other families will have the same reaction when they try Fundae's next spring. "We hope Fundae's will be a place that you can make memories with your family. Come in, grab your favorite scoop, sit back and relax."

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